

INTERNSHIP OPPORTUNITY  
NATIONAL WMU  
BIRMINGHAM, ALABAMA



**ALL OF OUR INTERNSHIPS ARE UNPAID IN EXCHANGE FOR COURSE CREDIT.  
STUDENTS MUST BE A JUNIOR OR SENIOR IN COLLEGE TO QUALIFY.**

**TITLE:** *Corporate Communications Intern*  
**TEAM:** Corporate Communications Team

**LEARNING OBJECTIVES:**

- Strengthen his/her understanding of the scope of corporate communications and public relations for a national, nonprofit organization and contribute to related objectives of the organization.
- Gain practical work experience in journalism, editing, and publicity by writing news and feature stories for media outlets and additional copy for web sites.
- Gain practical experience related to social media, administration, and analytics.

**POSSIBLE RESPONSIBILITIES:**

- Writing for the web, news writing, promotional copywriting
- Web design (graphics/layout)
- Web content management (practical experience producing and placing content)
- Implementing/evaluating social media strategies/campaigns
- Editing/copy editing

If you are interested in the internship opportunity, feel free to submit a resume to Human Resources:

- Email: [hr@wmu.org](mailto:hr@wmu.org)
- Fax: (205) 995-4827
- US mail: 100 Missionary Ridge, Birmingham, AL 35242